

Rep Order# 6832079 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104401
EC'd Yes

Last Received: 07/18/2012 10:25 AM
Printed: 07/12/2012 4:04 PM

1 of 6

Station KSNV-TV LAS VEGAS, NV.

Advertiser () HELLER FOR SENATE

Product WASHINGTON, DC 20007

Estimate# NEIL WILLIAMS

Buyer Phone#

Fax#

Agency () STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 09/19/2012 - 09/25/2012

Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —
SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	---	W-F	5A-6A	Buyline Comment: NEWS	:30	\$185.00	09/19-09/21	3	1	3	\$555.00	
2	M-TU		5A-6A	Buyline Comment: NEWS	:30	\$185.00	09/24-09/25	2	1	2	\$370.00	
3	M-TU		6A-7A	Buyline Comment: NEWS	:30	\$450.00	09/24-09/25	2	1	2	\$900.00	
4	W-F		6A-7A	Buyline Comment: NEWS	:30	\$450.00	09/19-09/21	3	1	3	\$1,350.00	
5	W		7A-9A	Buyline Comment: NEWS	:30	\$550.00	09/19-09/19	2	1	2	\$1,100.00	
6	TH-F		7A-9A	Buyline Comment: TODAY	:30	\$550.00	09/20-09/21	2	1	2	\$1,100.00	
7	M		7A-9A	Buyline Comment: TODAY	:30	\$550.00	09/24-09/24	1	1	1	\$550.00	
8	TU		7A-9A	Buyline Comment: TODAY	:30	\$550.00	09/25-09/25	2	1	2	\$1,100.00	
9	M-TU		9A-10A	Buyline Comment: TODAY II	:30	\$200.00	09/24-09/25	2	1	2	\$400.00	
10	W-F		9A-10A	Buyline Comment: TODAY II	:30	\$200.00	09/19-09/21	3	1	3	\$600.00	

Rep Order# 6832079 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104401
EC'd Yes Last Received: Printed: 07/18/2012 10:25 AM

Showing Buylines: All Lines
Last Received: 07/12/2012 4:04 PM

3 of 6

Station	Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007				Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY			
Advertiser	Product HELLER FOR SENATE				Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845			
Estimate#	Buyer NEIL WILLIAMS Phone#				Flight Dates 09/19/2012 - 09/25/2012 Hiatus Weeks			
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks Total Spots Total Cost Daypart
---	---	---	---	---	:30	\$175.00	09/19-09/21	3 1 3 \$900.00
22	W-F	2P-3P		Buyline Comment: DRS	:30	\$300.00	09/19-09/21	3 1 3 \$900.00
23	W-F	3P-4P		Buyline Comment: PHIL	:30	\$300.00	09/19-09/21	3 1 3 \$900.00
24	M-TU	3P-4P		Buyline Comment: PHIL	:30	\$300.00	09/24-09/25	2 1 2 \$600.00
25	M-TU	4P-430P		Buyline Comment: NEWS	:30	\$350.00	09/24-09/25	2 1 2 \$700.00
26	W-F	4P-430P		Buyline Comment: NEWS	:30	\$350.00	09/19-09/21	3 1 3 \$1,050.00
27	W-F	430P-5P		Buyline Comment: NEWS	:30	\$450.00	09/19-09/21	3 1 3 \$1,350.00
28	M-TU	430P-5P		Buyline Comment: NEWS	:30	\$450.00	09/24-09/25	2 1 2 \$900.00
29	M-TU	5P-630P		Buyline Comment: NEWS	:30	\$725.00	09/24-09/25	4 1 4 \$2,900.00
30	W-F	5P-630P		Buyline Comment: NEWS	:30	\$725.00	09/19-09/21	5 1 6 \$4,350.00
31	W-F	630P-7P		Buyline Comment: JEP	:30	\$725.00	09/19-09/21	3 1 3 \$2,175.00
32	M-TU	630P-7P		Buyline Comment: JEP	:30	\$725.00	09/24-09/25	2 1 2 \$1,450.00

Rep Order# 6832079 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104401
EC'd Yes Last Received: Printed: 07/18/2012 10:25 AM 4 of 6

Showing Buylines: All Lines
Last Received: 07/12/2012 4:04 PM

Station	KSNV-TV LAS VEGAS, NV.			Traffic Order# 104401			Printed:	07/18/2012 10:25 AM
Advertiser	() HELLER FOR SENATE							
Product	HELLER FOR SENATE							
Estimate#								
Buyer	NEIL WILLIAMS							
Phone#								
Fax#								
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks Total Spots Total Cost
---	---	---	---	---	---	---	---	---
---	33	M-TU	7P-730P	Buyline Comment: WHEEL	:30	\$725.00	09/24-09/25	2 1 2 \$1,450.00
34	W-F	7P-730P	Buyline Comment: WHEEL		:30	\$725.00	09/19-09/21	3 1 3 \$2,175.00
35	W-F	730P-8P	Buyline Comment: FACE		:30	\$400.00	09/19-09/21	3 1 3 \$1,200.00
36	M-TU	730P-8P	Buyline Comment: FACE		:30	\$400.00	09/24-09/25	2 1 2 \$800.00
37	M	11P-1135P	Buyline Comment: NEWS		:30	\$750.00	09/24-09/24	1 1 1 \$750.00
38	TH	11P-1135P	Buyline Comment: NEWS		:30	\$750.00	09/20-09/20	1 1 1 \$750.00
39	W-F	1135P-1235A	Buyline Comment: TON SHOW		:30	\$250.00	09/19-09/21	3 1 3 \$750.00
40	M-TU	1135P-1235A	Buyline Comment: TON SHOW		:30	\$250.00	09/24-09/25	2 1 2 \$500.00
41	SA-SU	11P-1135P	Buyline Comment: NEWS		:30	\$750.00	09/22-09/23	2 1 2 \$1,500.00
42	SA	6A-7A	Buyline Comment: NEWS		:30	\$200.00	09/22-09/22	1 1 1 \$200.00
43	SA	7A-9A	Buyline Comment: SAT TODAY		:30	\$325.00	09/22-09/22	1 1 1 \$325.00

Rep Order# 6832079 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104401

Last Received: 07/12/2012 10:25 AM
Printed: 07/12/2012 4:04 PM

6 of 6

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/19/2012 - 09/25/2012
Hatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
55	SU		1130P-12A	Buyline Comment: SPORTS NIGHT	:30	\$200.00	09/23-09/23	1	1	1	\$200.00	

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—REPORT TOTALS—
Report Totals: 116 / \$62,510.00

—SALES MONTHLY TOTALS—

Sep 12: 116 / \$62,510.00

Sales Totals: 116 / \$62,510.00

Station Totals: 116 / \$62,510.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV	KVVU
	\$215,552	KTNV 18%	KTUD 1%	KVCA 1%	KVLY 1%	KVNU 24%	
		XXXX 0%					

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

—CREDIT RISK—
CASH IN ADVANCE